



Underground Strength Coach

Wodify: the tool I needed to scale

Affiliate Profile

Zach Even-Esh is a renowned strength coach, author and sought-after instructor who has more than 15 years' experience training athletes of all ages. His three strength and conditioning gyms produce elite athletes across a wide range of sports, including football, baseball, soccer and swimming. Zach has been using Wodify's suite of features since 2014.

Challenges

For years, Zach faced mounting paperwork, unmanageable clipboards and paper punch cards, making it impossible to accurately track memberships and collect fees from his members. Training young athletes further muddled his operations because he wasn't in regular communication with parents at drop off and pick up. As a result, handling payment and scheduling arrangements was irregular at best.

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Zach Even-Esh
Underground Strength Coach Owner



Managing multiple locations created an even larger information gap, and he became more concerned as his membership grew. Class registration and sign-ins were done on paper, which required reconciliation and tracking after the fact. No-shows often weren't tracked. Growing the business was tough because he lacked a system to manage his prospective members.

Zach became increasingly frustrated with his inability to efficiently or effectively manage his business, and reached a point where he could no longer grow. The situation became so dire that he seriously considered closing one of his locations. His friend and fellow gym owner recommended he try Wodify.

Solution

Zach implemented Wodify across all of his locations, and it revolutionized his business. The centralized and automated billing and payment system helped him to quickly increase his bottom line. "As soon as I implemented Wodify, my revenue doubled," he said. It also changed the dynamic between his coaches and his athletes for the better. "Before Wodify, my coaches sometimes had to ask athletes or their parents for payment or to handle billing issues. Now that's handled through Wodify's automated system. The product enables me and my staff to focus on turning our athletes in champions."

For Zach, the ability to run all of his locations from an easy, intuitive system is key. "I'm a coach and trainer, not a business guy," he says. He recognized the need for a tool that could provide turn-key financial management. "My finances were a guessing game before Wodify," he says.

Managing more than one location is seamless, allowing him to focus on consistency even when he's not there. With Wodify all of his coaches can easily access and execute his workouts and programs, and Zach can gain instant and complete insight into member attendance. This helps him to better manage athlete engagement and retention across all of his locations.

Today Zach's business is a success and recognizes the role that Wodify has played. "I would have closed my second location if it wasn't for Wodify," he says.

Benefits

1. Automated, error-free billing and processing;
2. Streamlines financial operations;
3. Automated class scheduling and athlete registration;
4. Automates business processes;
5. Promotes athlete retention.

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For more information on how to run your business with a streamlined tool, please visit [wodify.com](https://www.wodify.com).